



WTIC-TV

ORDER

Print Date 10/23/12

Page 1 of 3

Flight Dates 10/22/12-10/28/12

Contract / Revision 398640 - 1

Original Date / Revision
10/23/12 10/23/12

Advertiser Murphy/D/Sen/CT

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product

CHRIS MURPHY FOR SEN

Agency Com 15%

Billing Contact

11350 Random Hills Rd.
Suite 670
Fairfax, VA 22030

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate

Alt Order # 06376003

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Order Share 13% Market Value 489423

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	39%	190875
4WVIT	18%	88096
5WTNH	30%	146826
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	75	\$54,081.25	\$63,625.00	0.00	10/01/12	10/28/12	75	\$54,081.25	\$63,625.00
Totals	75	\$54,081.25	\$63,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/22/12	10/26/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$275.00		0.00			
E 2	61	10/22/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$275.00	01	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$275.00		0.00			
E 3	61	10/22/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$175.00		0.00			
E 4	61	10/22/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	MTWTF--	:30	5	\$300.00	01	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	MTWTF--					5	\$300.00		0.00			
E 5	61	10/22/12	10/26/12		CM	10p-11p	MTWTF--	:30	6	\$1,400.00	01	0.00	NM	6	\$8,400.00



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Page 2 of 3

Contract / Revision **398640- 1** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **CHRIS MURPHY FOR SEN** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News at Ten											
				News at Ten											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			6		\$1,400.00		0.00				
6	61	10/27/12	10/27/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$900.00	01	0.00	NM	1	\$900.00
				Sa 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-			1		\$900.00		0.00				
E 7	61	10/22/12	10/26/12	M-F News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$375.00	01	0.00	NM	5	\$1,875.00
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$375.00		0.00				
E 8	61	10/22/12	10/26/12	M-F 1p-2p	CM	1p-2p	MTWTF--	:30	5	\$175.00	01	0.00	NM	5	\$875.00
				M-F 1p-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$175.00		0.00				
E 9	61	10/22/12	10/26/12	M-F 2p-3p	CM	2p-3p	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00
				M-F 2p-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$200.00		0.00				
10	61	10/28/12	10/28/12	NFL on FOX Late	CM	4p-8p	-----1	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00
				Sun 4p-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$8,500.00		0.00				
11	61	10/28/12	10/28/12	NFL Post Game	CM	730-8p	-----1	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00
				Post Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$2,500.00		0.00				
E 12	61	10/22/12	10/26/12	M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$200.00	01	0.00	NM	5	\$1,000.00
				M-F 3p-4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$200.00		0.00				
E 13	61	10/22/12	10/26/12	M-F 630p-7p	CM	630p-7p	MTWTF--	:30	5	\$600.00	01	0.00	NM	5	\$3,000.00
				M-F 630p-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$600.00		0.00				
E 14	61	10/22/12	10/26/12	M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$800.00	01	0.00	NM	5	\$4,000.00
				M-F 7p-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	MTWTF--			5		\$800.00		0.00				
15	61	10/28/12	10/28/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00
				Su 10p-11p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1			1		\$1,200.00		0.00				
E 18	61	10/23/12	10/26/12	M-F 7a-8a	CM	7a-8a	-TWTF--	:30	2	\$275.00	01	0.00	NM	2	\$550.00
				M-F 7a-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			2		\$275.00		0.00				
E 19	61	10/23/12	10/26/12	M-F 8a-9a	CM	8a-9a	-TWTF--	:30	2	\$175.00	01	0.00	NM	2	\$350.00
				M-F 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-TWTF--			2		\$175.00		0.00				



WTIC-TV

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Page 3 of 3

Contract / Revision **398640-1** Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser **Murphy/D/Sen/CT**Product **CHRIS MURPHY FOR SEN** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	61	10/23/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	2		\$175.00	0.00							
E 20	61	10/23/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	2	\$300.00	01	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	2		\$300.00	0.00							
E 21	61	10/23/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	2	\$1,400.00	01	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	2		\$1,400.00	0.00							
E 22	61	10/27/12	10/27/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 1 -	:30	1	\$900.00	01	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - - - - 1 -	1		\$900.00	0.00							
E 23	61	10/23/12	10/26/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	- TWTF - -	:30	2	\$175.00	01	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	2		\$175.00	0.00							
E 24	61	10/28/12	10/28/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 1	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - - - - 1	1		\$1,200.00	0.00							
N 27	61	10/24/12	10/24/12	World Series on FOX World Series	CM	730p-11p	- - 2 - - -	:30	2	\$5,000.00	03	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - 2 - - -	2		\$5,000.00	0.00							
N 28	61	10/25/12	10/25/12	World Series on FOX World Series	CM	730p-11p	- - - 1 - -	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - - 1 - -	1		\$8,500.00	0.00							
Totals														75	\$63,625.00